

भन्धिन आमा

समयमै स्वस्थ शुरुवात



Branding Guidelines for Bhanchhin Aama Integrated Communication Campaign



Branding Guidelines for Bhanchhin Aama Integrated Communication Campaign

Disclaimer:

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Suaahara's Standard Branding and Marking

The standard branding and marking for Suaahara must be used consistently across all publications including Bhanchhin Aama campaign.

Suaahara's standard branding and marking constitutes of USAID logo and Suaahara mnemonic. USAID logo should be placed on the left side followed by Suaahara mnemonic. English and Nepali logos and mnemonics should be used for English and Nepali documents respectively (see pic 1 and 2).

This branding and marking should be used to position Suaahara across all public communications/materials carried out through any of the seven Suaahara partners. Same will be applied to documents produced by local partner NGOs, sub-recipients and consultants.



Picture 1: Standard logo format used in Suaahara communication (English)



Picture 2: Standard logo format used in Suaahara communication (Nepali)

In cases where Government logo is used, it should be positioned on the right side (see pic 3). Respective ministry, departments or line agencies needs to be acknowledged and spelled out correctly and kept on the right side of the Government's logo as shown in the picture 3. The text color should be red and center aligned.

Branding Guidelines for Bhanchhin Aama Integrated Communication Campaign



Picture 3: Standard logo format with the Government's logo.

All documents will have a disclaimer (below) either on the title page or on the back.

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यो प्रकाशन अमेरिकी अन्तराष्ट्रिय विकास नियोग (युएसएड) को माध्यमबाट अमेरिकी नागरिकद्वारा प्रदानगरिएको उदार सहयोगबाट सम्भव भएको हो । यहाँ उल्लेखित विषयवस्तुले युएसएड तथा अमेरिकी सरकारकोधारणाको प्रतिनिधित्व गरेको मानिने छैन ।

USING THIS BRAND GUIDELINES

- These guidelines give an overview of the branding elements and templates developed for Bhanchhin Aama integrated communication campaign to ensure consistency in communications across mediums
- When artwork is produced, all files must be checked by SBCC team for colors, fonts, visuals, etc. before full production/printing commences
- All visuals/illustrations featured in this guidelines are for indicative purposes only and must be replaced with the relevant visuals/illustrations when developing actual communication materials

Bhanchhin Aama

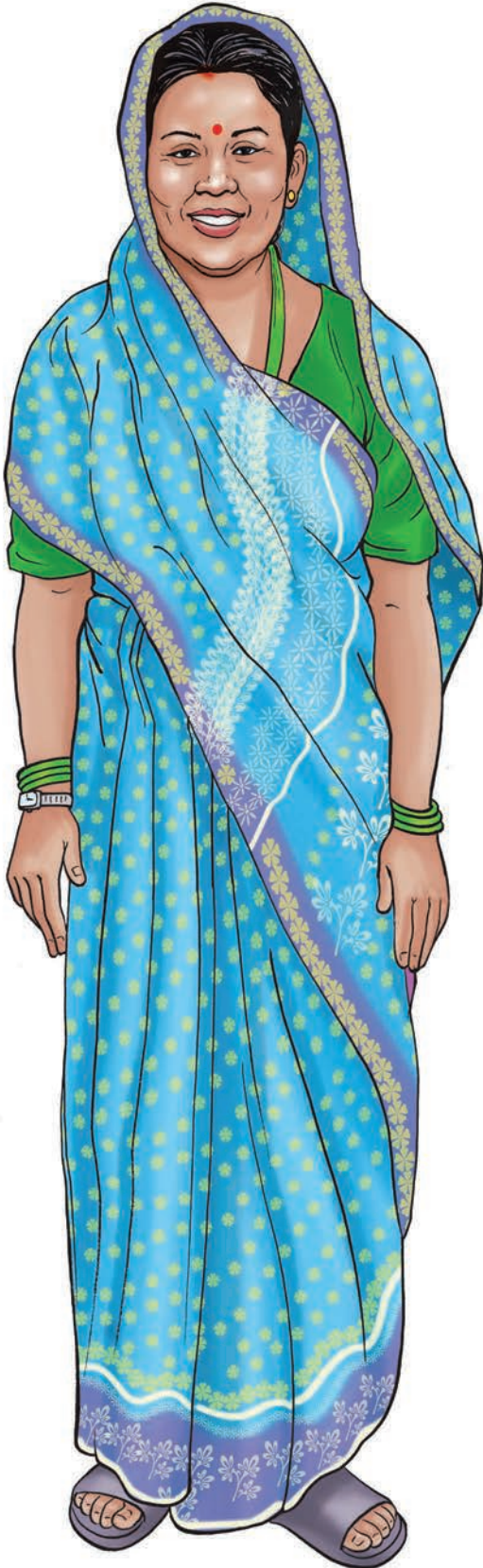
Our Identity



Our identity

An overview

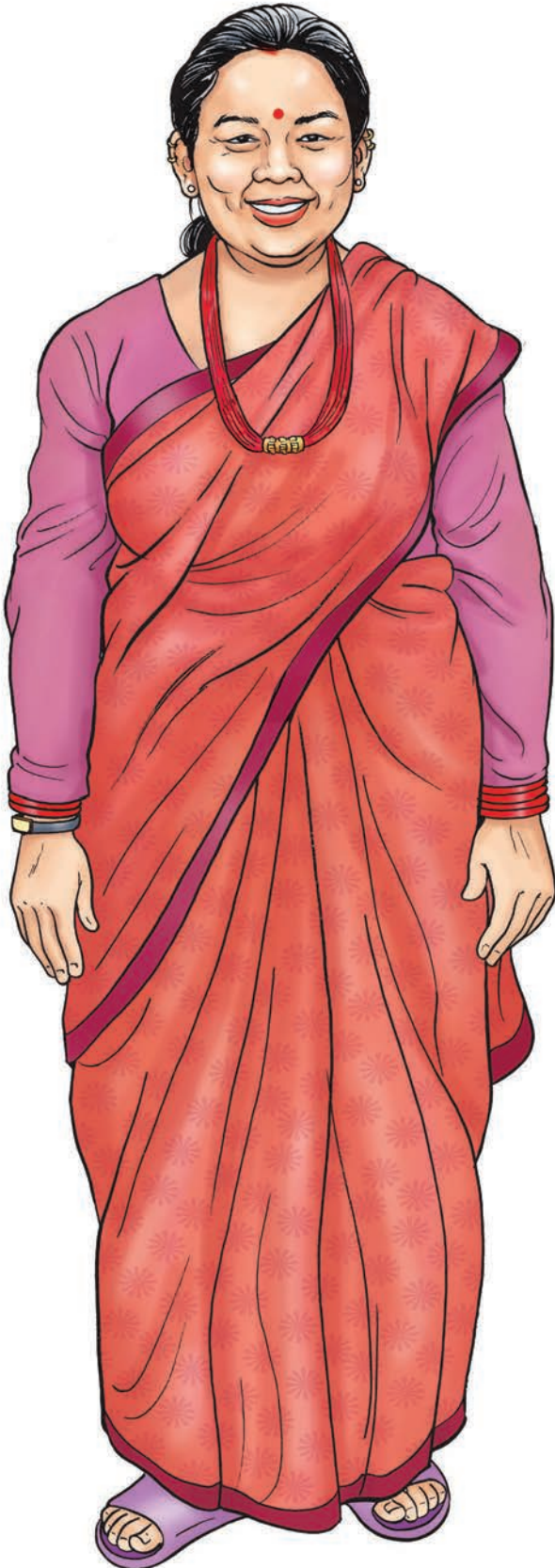
Just as an individual's signature is unique to him/her, the Bhanchhin Aama identity is unique to Suaahara. As such, it should never be redrawn, modified, added to or distorted.



Terai Aama



Himali Aama



Pahadi Aama

Our identity

An overview

All characters should have specific features as per the region/geographical location for which the message is targeted.

- Use Himal Aama illustration as key visual for Himali region.
- Use Terai Amma illustration as key visual for Terai region.
- Use Hill Amma illustration as key visual for Hilly region.

Bhanchhin Aama Mnemonic

2.1

Bhanchhin Aama Mnemonic Full Colour

- When applying the Bhanchhin Aama mnemonic, use this full color version with the slogan
- It can be re-sized as a unit (i.e. along with the slogan) but cannot be stretched, condensed or altered in any other way

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C 0
M 100
Y 100
K 0



C 0
M 0
Y 0
K 100

2.2

Bhanchhin Aama Mnemonic Clear Space

- Always keep the minimum area around the Bhanchhin Aama mnemonic free from other text and graphic elements
- The clear space specifications, i.e. $\frac{1}{4}X$ indicated here are the absolute minimum



2.3

Bhanchhin Aama Mnemonic Minimum Size

- The minimum size indicated here applies to all Bhanchhin Aama print communication materials



2.4

Bhanchhin Aama Mnemonic Single Color

- When applying the Bhanchhin Aama mnemonic in single color, use the given color values
- It can be re-sized as a unit (i.e. along with the slogan) but cannot be stretched, condensed or altered in any other way



2.5

Images

- Use message-specific illustration/ photograph that looks real and engaging
- Illustration style needs to be lively, realistic and action-oriented
- Subject should appear natural and relevant to the targeted region/community
- Keep illustrations clean and uncluttered





Typography



Shreenath EtraBold Regular

ब्यात्रहसँन्द्वीः
लइएतचक्तरख्दृथ्श
बदअमभानजष्वपति
ल्यउत्रचकतगखधहथश
ज्ञदघद्धछटठडढण

Shreenath Bold Regular

ब्यात्रहसँन्द्वीः
लइएतचक्तरख्दृथ्श
बदअमभानजष्वपति
ल्यउत्रचकतगखधहथश
ज्ञदघद्धछटठडढण

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Next Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

2.6

Mandatory Font Nepali

- Shreenath ExtraBold Regular is the chosen Bhanchhin Aama Nepali typeface for primary and secondary message
- Use Shreenath Bold Regular font for body copy

2.7

Mandatory Font English

- Avenir Next Bold is the chosen Bhanchhin Aama English typeface for primary message
- Use Avenir Next Demi Bold font for secondary message, and Avenir Next Regular font for body copy

Mandatory Elements



Mandatory Elements



Color Band (3 mm)

Nutrition

C	0
M	70
Y	100
K	0

WASH

C	80
M	0
Y	0
K	0

Health Services Promotion

C	0
M	100
Y	100
K	0

Agriculture

C	100
M	10
Y	100
K	0



2.8

Mandatory Elements USAID Logo, Suaahara Logo and Partner Logo

- Place these mandatory logos at the bottom, starting with the USAID Logo on the left, followed by the Suaahara Logo, followed by other relevant Partner Logo/s
- The USAID and Nepal Government Logo must be either larger than or equal to the size of all other logos
- Use relevant Nepal Government Logo only if the material has been endorsed by a Nepali Government entity
- Maintain equal spacing in-between the logos

2.9

Theme-specific Color Band

- Place theme-specific color band above the mandatory logos
 - Orange - Nutrition
 - Blue - WASH
 - Red - Health Services Promotion
 - Green - Agriculture
- When applying the color band, use the given color values for Red, Blue, Green and Orange
- Minimum height of the color band should be 3mm
- If the communication material covers multiple themes, use a combination of relevant colors on the band, and maintain equal length for each color

Key Communication Elements

2.10

General Overview Main Components

These are the main components of the Bhanchhin Aama integrated communication campaign:

- Bhanchhin Aama Mnemonic with Slogan
- Primary Message (Speech Blurb)
- Image
- Theme-specific Color Band
- Mandatory Elements
 - USAID Logo
 - Suaahara Logo
 - Other Logo/s



Primary Message

2.11

Primary Message

- Primary messages must be concise and simple, containing an action-oriented positive statement expressed in a convincing tone of voice
- Layouts must remain uncluttered and clarity of the message must be ensured
- Always use Shreenath ExtraBold Regular as it is the mandatory font
- Do not have more than four lines of text in the primary message
- There is no need for punctuation at the end
- Text must be in black when used on the white speech blurb
- The speech blurb should always be pointed to the character delivering the message.
- When the text is used without the speech blurb, whichever color creates a greater visual impact should be used
- Do not use more than two colors for text



Secondary Message

2.12

Secondary Message

- Secondary message, if required, should be used to provide an additional information
- Secondary messages must be concise and simple, containing an action-oriented positive statement expressed in a convincing tone of voice
- Layouts must remain uncluttered and clarity of the message must be ensured
- Always use Shreenath ExtraBold Regular as it is the mandatory font
- Do not have more than two lines of text in the secondary message
 - One line of text is preferred
- There is no need for punctuation at the end
- Text must be in black



..... Secondary Message

Communication Templates

2.13

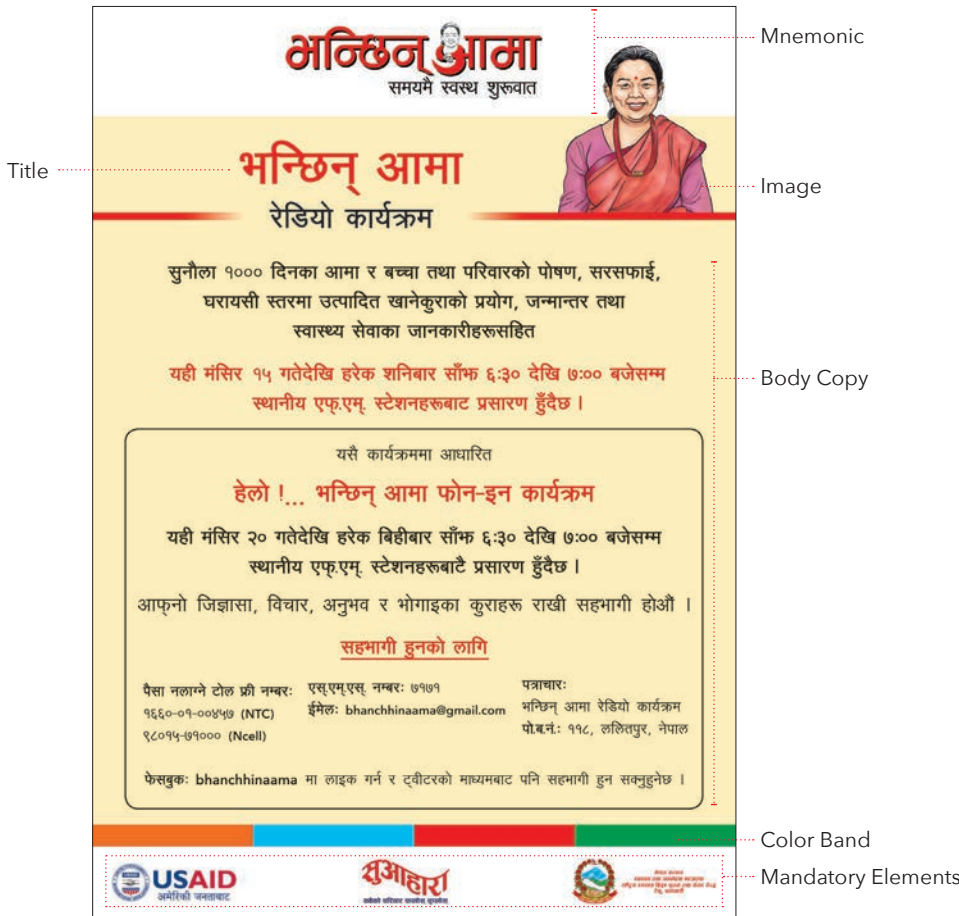
17"x22" Poster Basic Template

- Position the Bhanchhin Aama mnemonic (with the slogan) at the center top as indicated
- Place the primary message below the mnemonic, on the speech blurb with white background
- Use minimum 60 point font size for the primary message
- Use illustration as a key visual below the primary message
- Use theme-specific color band
- Place the mandatory logos at the bottom on white background



2.14

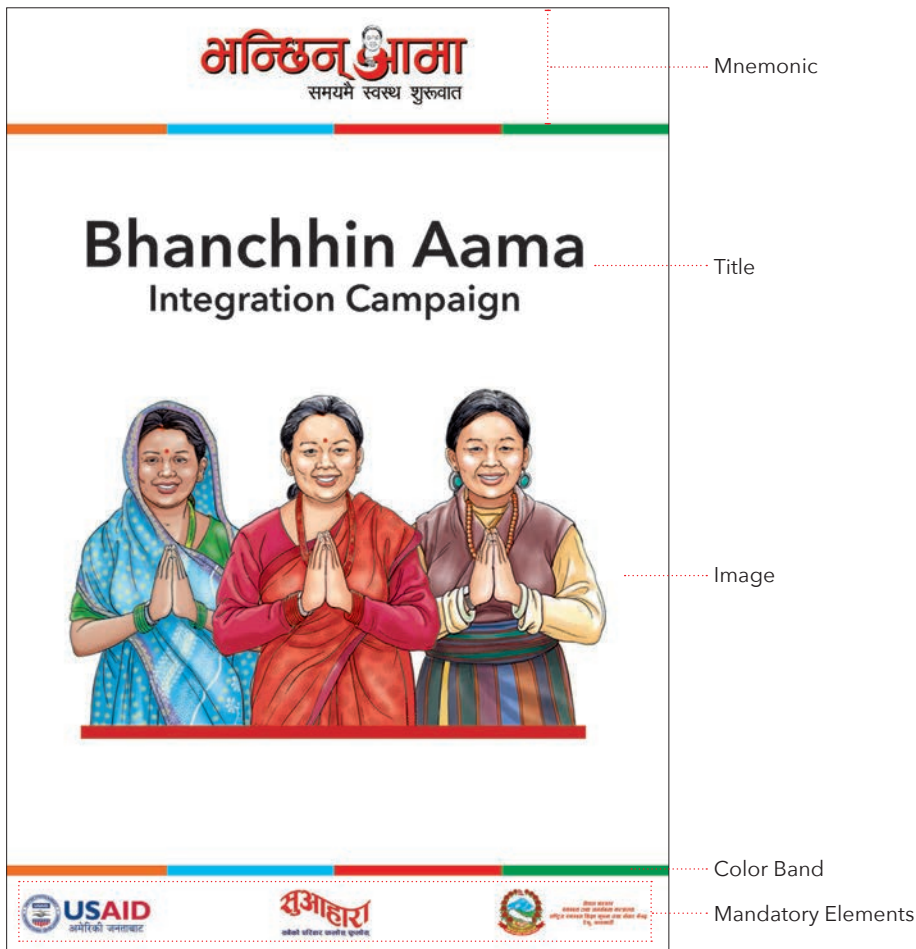
A5 Leaflet Basic Template



- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Place the title of the leaflet or the primary message below the mnemonic
- Use illustration and/or photograph as a key visual either below or beside the title
 - In absence of any appropriate visual element, use the region-specific Aama's illustration as the key visual
- Secondary visual, if required, should be placed below the main illustration in smaller size, along with the secondary message, if any
- When supporting message is needed, place it above the theme-specific color band
- Use theme-specific color band above the mandatory logos
 - If the leaflet covers multiple themes, use a combination of relevant colors on the band
- Place the mandatory logos at the bottom on the white background

2.15

Brochure Basic Template



Mnemonic

Title

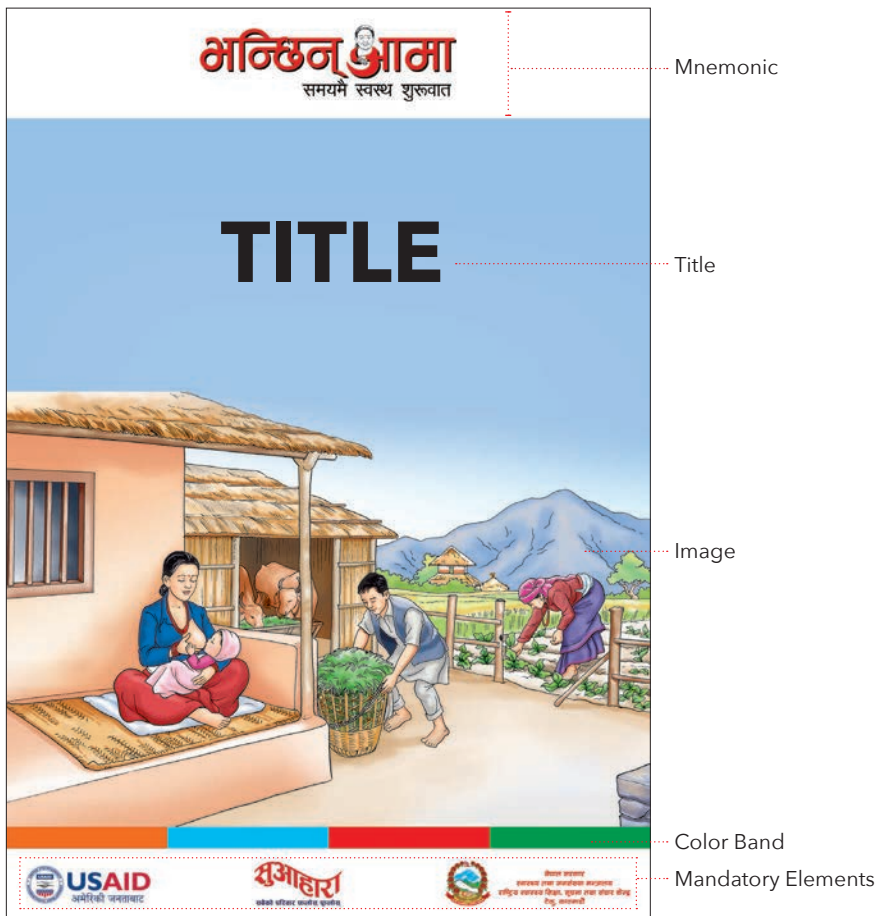
Image

Color Band

Mandatory Elements

2.16

A5 Booklet Cover (For Beneficiaries) Basic Template



- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Place the title of the booklet below the mnemonic
 - Select the text color that is clear and prominent on the background on which it has been used
- Use illustration and/or photograph as a key visual below the title
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the booklet covers multiple themes, use a combination of relevant colors on the band

2.17

Workshop & Event Banner/Backdrop (3'x6') Basic Template



- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Place the event name below the mnemonic
 - Use minimum 260 point font size for the event name
 - Select the text color that is clear and prominent on the background on which it has been used
- Use event-specific illustration and/or photograph as a key visual beside the event name
 - In absence of any appropriate visual element, use the region-specific Aama's illustration as the key visual
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the event/workshop covers multiple themes, use a combination of relevant colors on the band
- Include the event date, time and venue details above the color band
 - Use minimum 120 point font size for the event date, time and venue details

2.18

Training Aid (3'x5') Basic Template

मनिखिन आमा
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बर्ड फ्लू (Bird Flu) बारे महत्वपूर्ण जानकारी

बर्ड फ्लू के हो ?

- बर्ड फ्लू भाइरसको कारणले घरघातुवा पक्षी तथा जङ्गली चराचुरुङ्गीमा लाग्ने माइसमारी रोग हो । यो रोग पक्षीबाट मानिसमा समेत सर्न सक्छ ।

बर्ड फ्लू रोग किन खतरनाक छ ?

- बर्ड फ्लू भाइरसको संक्रमण गर्न र बौने भएता धेरै छ । दुईतिन सुलीमा भाइरस ३ महिनासम्म र प्रदुषित पानीमा ३० दिनसम्म बाँच्न सक्छ ।
- एक साम थुलिन थुलीबाट दस लाख कुबुराहरू संक्रमित हुन सक्छन् ।
- बर्ड फ्लू रोगको भाइरसको धेरै रूपहरू छन् ।
- बर्ड फ्लू भाइरसको संक्रमण जङ्गली पक्षी हुँदै घरघातुवा पक्षीमा र घरघातुवा पक्षीको प्रत्यक्ष सम्पर्कमा रहने मानिसमा समेत सर्न सक्छछ ।
- मानिसमा सरी बर्ड फ्लूको भाइरसको नयाँ काय बनाउन सकेमा मानिसहरूमा माइसमारी फैलन सक्छ ।
- तर ७० डिग्री सेल्सियस तापक्रम वा अग्लोय काठालेरन (थिएच. ६ फन्दा कम) मा भाइरस निश्चिन्त हुन्छ ।

बर्ड फ्लू कसरी सर्दछ ?

- संक्रमित घुनी, मूँका, आहार, हवा र फोहोर पुग्रा आदिको माइसमबाट
- बर्ड फ्लू रोगबाट संक्रमित चिउँदो वा मरेको पक्षीको प्रत्यक्ष सम्पर्कबाट
- जङ्गली पक्षीबाट घरघातुवा कुबुरा र बंगुर हुँदै मानिसमा पनि सर्न सक्छ ।

को-को बढी जोखिममा छन् ?

- कुबुराको खोरेमा काम गर्ने व्यक्तिहरू
- कुबुरा तथा चराचुरुङ्गीहरूको किनभन्च गर्न व्यक्तिहरू
- कुबुराको काटपार गर्न व्यक्तिहरू
- कुबुराको औषधीउपचार तथा प्रयोगशालामा संलग्न प्राविधिकहरू

रोग लागेमा कस्ता लक्षणहरू देखिन्छन् ?

कुबुराहरूमा :

- अकस्मात धेरै कुबुराहरू मिरामी हुने
- एकै कोटि धेरै कुबुराहरू मर्ने
- टोचको घुमिने
- सिहर र लोठीको रंग परिवर्तन भई बेलनी रंग जस्तो देखिने
- नारी खुट्टामा नीलो बन्ध्याहरू हुने
- स्वस्थ फेन असाजिलो हुने, कचेरा लाग्ने
- अन्धा पारिरेडको कुबुराले अन्धा नपार्ने वा मरन अन्धा पार्ने
- माकडाट सिंघान बन्ने

मानिसमा :

- ज्वरो आउने, पक्षी लाग्ने, टाउको दुख्ने, पौटी दुख्ने
- मासुरेसी (जोष) दुख्ने
- स्वाधरस्वस्थमा असहिशो हुने र अत्याच निर्भरीया भई प्जाने जाने

बर्ड फ्लूबाट कसरी बच्न सकिन्छ ?

- कुबुराहरूको बंगुर, हौँस र अन्य चराचुरुङ्गीहरू नपार्ने
- कुबुराको खोरेमा प्रवेश गर्दा अलगाई चम्कल तथा एग्नेनको प्रयोग गर्ने
- खोरेमा पस्नु अघि र पछि हात खुट्टा साबुन पानीले धुने
- खोर सही सजाउ सार्ने र सुली मस्तराभमा मात्र प्जाने गर्ने
- कुबुराको मासु तथा अन्धा सक्ती फकार मात्र खाँने
- शलासट अवरसाका कुबुरा तथा चराचुरुङ्गीलाई निगरानीमा राख्ने
- शलासट पक्षीको औषधारसार्न गर्न नदिने
- रोगको सञा लागेमा तुकाच पत्तु सेच केन्द्र/कार्यालयमा खबर गर्ने

USAID **मनिखिन आमा**

- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Use relevant illustration and/or photograph as key visuals
 - In absence of any appropriate visual element, use the region-specific Aama's illustration as the key visual
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the training covers multiple themes, use a combination of relevant colors on the band

2.19

A5 E-mailer Basic Template

- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Use relevant illustration and/or photograph as a key visual
 - In absence of any appropriate visual element, use the region-specific Aama's illustration as the key visual
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the e-mailer covers multiple themes, use a combination of relevant colors on the band

The diagram illustrates the layout of an A5 e-mailer template. It features a yellow background with a white header and footer. The header contains the 'Bhanchhin Aama' mnemonic and slogan. The main body contains the program title, broadcast schedule, and promotional text. A white box at the bottom contains participation details. The footer features mandatory logos for USAID, Suahara, and the Government of Nepal.

Mnemonic: भन्छिन आमा
समयमै स्वस्थ शुरुवात

Image: Illustration of a woman in a red sari.

Title: **Hello! Bhanchhin Aama Phone-In Radio Program**
Every Wednesday at 6:10 PM on Radio Nepal

Body Copy:
Tune in to the 7th episode of Hello! Bhanchhin Aama Phone-In Radio Program today (Wednesday) at 6:10 PM on Radio Nepal.
Please also encourage others to listen to it.
Your participation, queries, comments, views and experience sharing will be highly encouraging to make the program even better.

For participation:
Toll free number: 1660-01-00457 (NTC users)
 98015-71000 (Ncell users)
SMS: 7171
Send letters to: Bhanchhin Aama Radio Program
 P.O.Box. 118, Lalitpur, Nepal

Color Band: Yellow background

Mandatory Elements: USAID, सुआहारा, and Government of Nepal logos.

2.20

A4 Certificate Basic Template

- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Place the title below the mnemonic, with center alignment
 - Use minimum 56 point font size for the title
- Position the body copy of the certificate below
 - Use minimum 22 point font size for the body copy
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the certificate covers multiple themes, use a combination of relevant colors on the band



2.21

Billboards (15'x30' Horizontal) Basic Template

- Position the Bhanchhin Aama mnemonic (with the slogan) on white background on the top left as indicated
- Place the primary message on the top center (or right) and ensure that the text is top-aligned with the centre of the mnemonic
 - Do not have more than three lines of the text in the primary message
 - Use minimum 800 point font size for the primary message
- Use message-specific illustration and/or photograph as a key visual below the primary message
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the billboard covers multiple themes, use a combination of relevant colors on the band



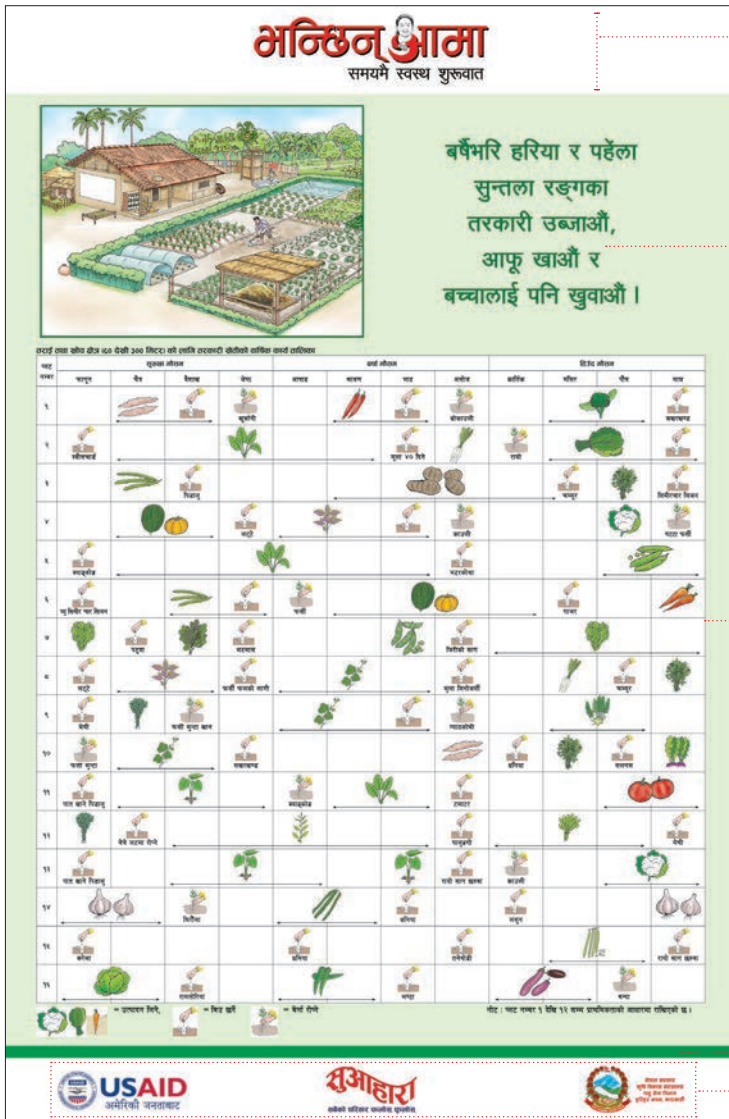
2.23

Folder Basic Template (For Beneficiaries)



- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Use a collage of relevant illustration and/or photograph depicting Suaahara's thematic areas as a key visual
 - In absence of any appropriate visual element, use the region-specific Aama's illustration as the key visual
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the folder covers multiple themes, use a combination of relevant colors on the band

2.24



Mnemonic

Title

Image

Color Band

Mandatory Elements

Calendar Basic Template

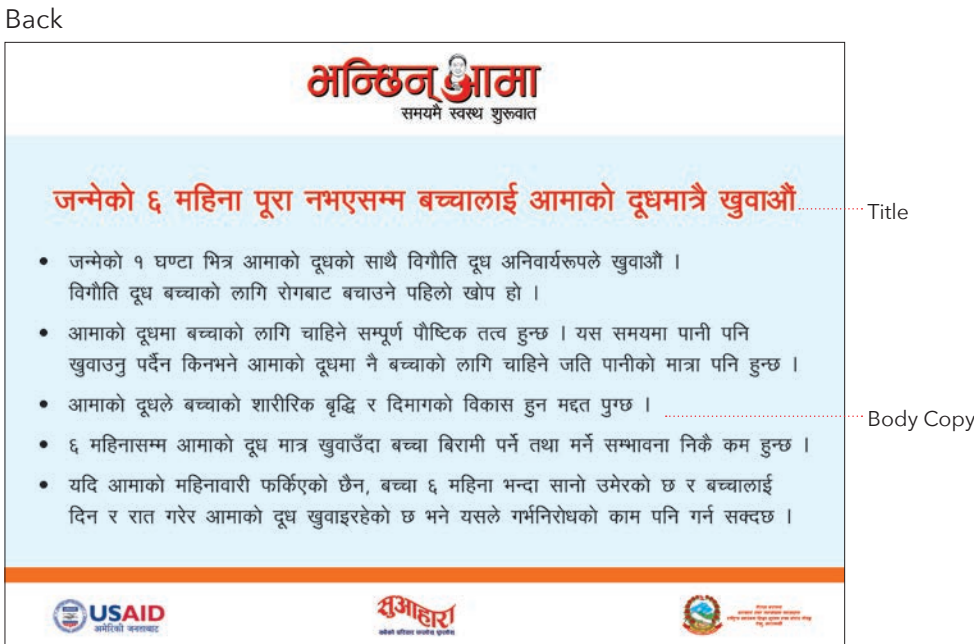
- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Use relevant illustration and/or photograph as key visuals
 - In absence of any appropriate visual element, use the region-specific Aama's illustration as the key visual
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
 - If the calendar covers multiple themes, use a combination of relevant colors on the band

2.26



Discussion Card (or Flip Chart) Basic Template

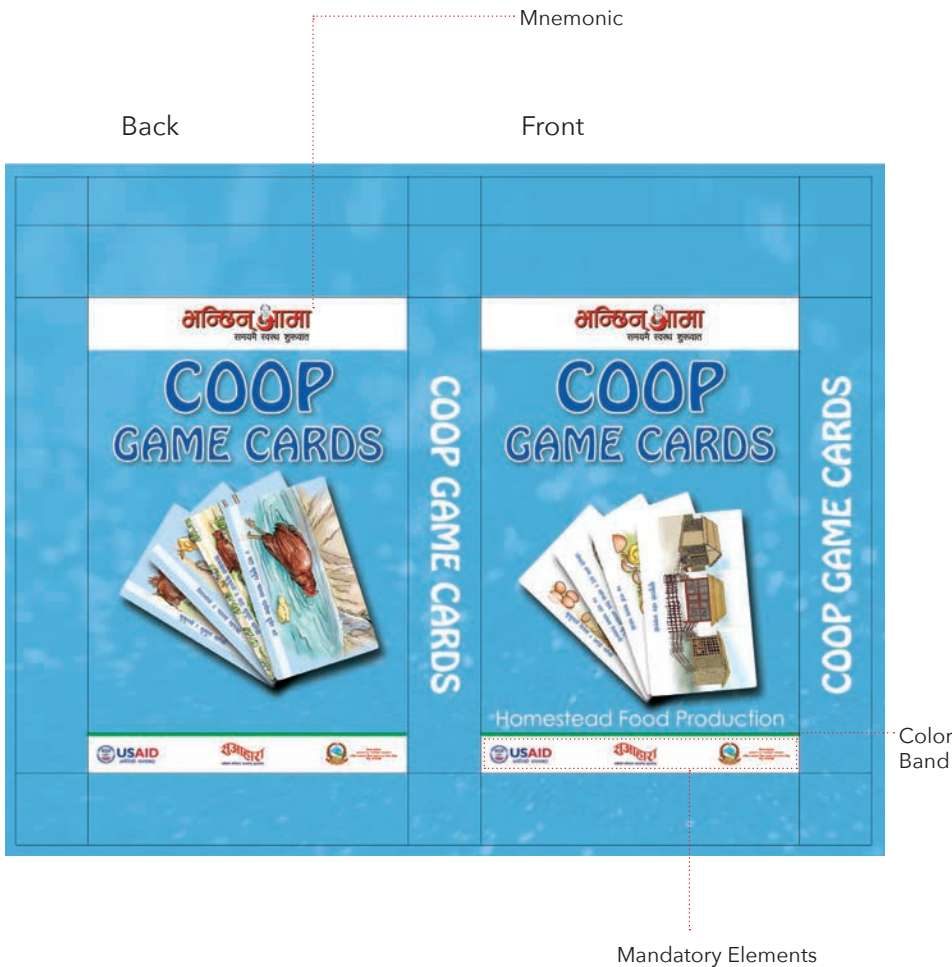
- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Use relevant illustration and/or photograph as key visuals on the front face
- Use key visual specific text illustration on the back face
- Place the mandatory logos at the bottom on the white background, on both front and back face
- Use theme-specific color band above the mandatory logos, on both front and back face
- If the discussion card (or flip chart) covers multiple themes, use a combination of relevant colors on the band, on both front and back face



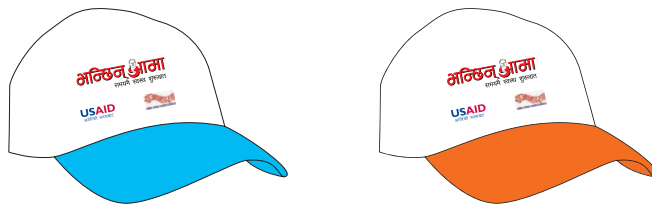
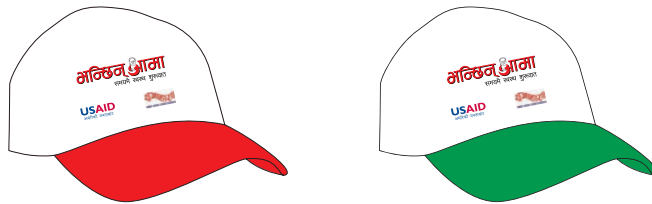
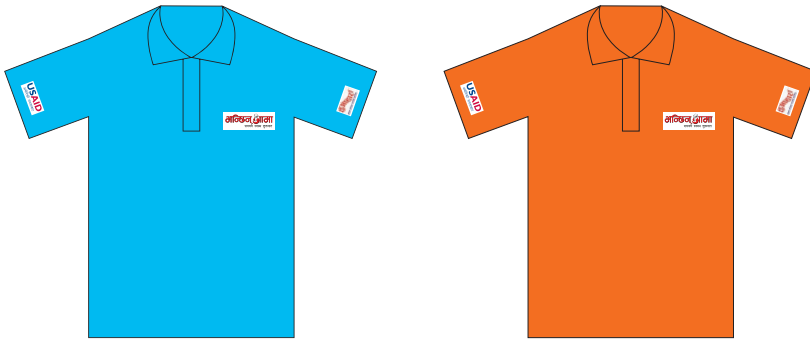
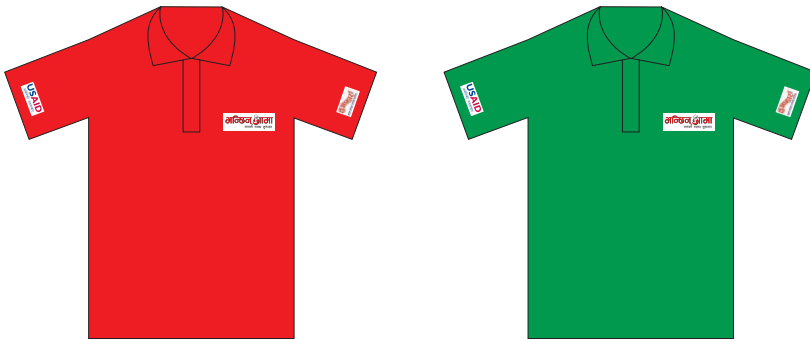
2.27

Game Card Basic Template

- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Use a collage of cards having relevant illustration and/or photograph as a key visual
- Place the mandatory logos at the bottom on the white background
- Use theme-specific color band above the mandatory logos
- If the game covers multiple themes, use a combination of relevant colors on the band



Promotional Items



2.28

Promotional Items Basic Template

- Bhanchhin Aama mnemonic and/or mandatory logos should be placed on all promotional items, preferably on the white background
- Minimum size of the Bhanchhin Aama mnemonic and clear space specifications must be followed at all times
- Size, shape, space, and visibility will dictate the position of the Bhanchhin Aama mnemonic and mandatory logos



Branding Existing Communication Materials

2.29

Integration of Bhanchhin Aama Branding into Existing Communication Materials

- Position the Bhanchhin Aama mnemonic (with the slogan) on white background at the center top as indicated
- Minimum size of the mnemonic should be 12mm in height

Mnemonic

भण्छिन् आमा
समयमै स्वस्थ शुरुवात

शैक्षिक श्रृंखला

**घरायसी बगैँचा
देखि थालसम्म**

काङ्ग कुङ्ग साग

अत्यावश्यक भिटामिन ए, बी, सी र फलाम तथा क्याल्सियम जस्ता खनिज तत्वमा धनी यो हरियो साग सबैले लागी विभिन्न तरीकाले पकाएर खान उपयुक्त छ ।

USAID
अमेरिकी सहायता

सुआहारा
सर्वोत्तम खानेकुरा

Title

Body Copy



Television Spots

2.30

Television Spots

The key role of television spots as a communication channel is to disseminate the Bhanchhin Aama campaign messages effectively with use of sight, sound and motion in order to emotionally motivate and influence the audience for positive behavior change. For television spots to effectively do this, it should always engage the audience in an entertaining way.

Voice overs should sound colloquial so that the audience can relate to the context and characters depicted in the television spots. They must also be able to identify that the message being communicated belongs to the Bhanchhin Aama campaign and how it helps change their lives. Brand recognition for Bhanchhin Aama can be created by being consistent in television spots branding.

General Key Considerations

- Key message should be single-minded (i.e. focused) and be delivered through Aama, the Bhanchhin Aama spokesperson
- Real moments and real situations with strong emotional content suggesting practical doable actions should be used, which the audience can relate to and get motivated to practice
 - Anything posed or staged should be avoided
- Bhanchhin Aama mnemonic with slogan as well as mandatory logos must be used

2.31

General Look and Feel

- Use animated or live characters or a combination of both in visually appealing way to motivate the audience
 - The animated characters must be similar to the illustrative characters developed for the Bhanchhin Aama print campaign (i.e. posters, billboards, brochures, leaflets etc.)
 - Animation and graphic illustration effects should be as realistic as possible and be kept to simple line graphic formations
- The Primary Message must always be delivered by the Aama character except in situations where it needs to be disseminated by the sectoral expert (e.g. Agriculture Expert or Health Worker)
- All characters (i.e. Aama and others) should have specific features as per the region/ geographical location for which the message is targeted to; choice of language, clothes, props and background/ambience should also be region-specific
- Supers (text) in Nepali and English must be in the Shreenath and Avenir Next family respectively



Animation Treatment



Supers and Graphic Treatment

2.32



Voice Over: Bhanchhin Aama
Effects: Bhanchhin Aama mnemonic
(without the slogan) zooms in



Voice Over: Samaymai Swastha Suruwat
Effects: Slogan appears (fades in) below the
Bhanchhin Aama mnemonic

End Frames

End-frames - 3 secs

For television spots 30 secs
or longer

- Always use a white background for the end frame
- A voice over should be used to reinforce the Bhanchhin Aama brand promise at the end of every television spot
 - Make it a standard practice to say 'Bhanchhin Aama - Samaymai Swastha Suruwat'
- Any additional details to the key message should be mentioned as supers/text before the end-frame
- Mandatory logos should be placed at the bottom on the white background
- Theme/sector-specific color bands should be used above the mandatory logos, to ensure visual consistency with the print campaign
 - If the television spot covers multiple themes/sectors, use a combination of relevant colors on the band
 - The height of the color band to be measured based on the main guidelines measurement in proportion to the height of the Bhanchhin Aama mnemonic

Radio Spots

2.33

Radio Spots

The key role of radio spots as a communication channel is to disseminate the Bhanchhin Aama campaign messages effectively with use of distinctive and persuasive audio to emotionally motivate and influence the audience for positive behavior change. For radio spots to effectively do this, it should always engage the audience in an entertaining way.

Our audience must also be able to identify that the message being communicated belongs to the Bhanchhin Aama campaign and how it helps change their lives.

General Tone

- Aama's voice should be friendly yet convincing and should match with her persona as depicted in the print communication materials
- Voice overs should be created in region-specific languages and sound colloquial so that the audience can relate to the context used in the radio spots

Signature

- At the end of every radio spot, a voice over should be used to reinforce the Bhanchhin Aama brand promise
- Make it a standard practice to say 'Bhanchhin Aama - Samaymai Swastha Suruwat'

Co-partner Joint Campaigns

2.34

Co-partner Joint Campaigns

Application of template guidelines for co-partner joint campaigns will be based on the following scenarios:

Suaahara as Lead Partner

Suaahara is the lead partner when we are the major contributor to the communications budget. Under such circumstances, our partners' logos will be applied within Bhanchhin Aama communication templates described in earlier section.

- Include our partner's logo only when it is relevant to the communication
- Refer to the communication templates described in preceding pages in this section

Suaahara as Secondary Partner

Suaahara is the secondary partner when our partners are the major contributors to the communications budget. In this case, the Bhanchhin Aama branding will be applied to our partners' communication templates. However, the Bhanchhin Aama mnemonic with slogan shall be used on the top centre on white background in such situations.

Suaahara as Equal Partner

When there is an equal contribution to the communications budget, both partners need to agree on one template to use. Ensure we negotiate for the use of the Bhanchhin Aama's templates wherever possible. Avoid developing templates that attempt to give both partners equal branding. Our mnemonic with slogan shall be used in all materials irrespective of the partnership proportion.

Creative Approval Process

2.35

Creative Approval Process

All creative work with Bhanchhin Aama branding must adhere to this approval process

For Original Creative Development

For development of any original communication material with Bhanchhin Aama branding, there should be ongoing collaboration between Suaahara SBCC Team, Outreach Communication Specialist and the Creative Agency.

- Suaahara SBCC Team and Creative Agency to discuss and document brief for creative requirement
- Creative Agency to develop creative materials as per agreed brief and share with Suaahara SBCC Team for feedback/clearance

For Existing Communication Materials

For integration of Bhanchhin Aama branding into Partner Organizations' existing communication materials, their Creative Team must follow the branding guidelines as specified on page no. 39 in this document, and share with Suaahara SBCC Team for feedback/clearance.

CONTACT

If you have any queries on any part of the guidelines,
please contact:

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